

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37639  
**Alt Order #:** 08885928  
**Product Desc:** HELLER/SENATE/REP  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/17/12 / 10/17/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heller, Dean R-USS  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$6,050.00	\$5,142.50
10/29/12	10/30/12	10	\$15,550.00	\$13,217.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$6,050.00	\$5,142.50	0.00
November 2012	10	\$15,550.00	\$13,217.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$21,600.00</b>	<b>\$18,360.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$21,600.00
Market	100%	\$72,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$18,000.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,600.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/26/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 1 \$225.00 0.00															
E 2	8	10/24/12	10/26/12	8 News Now 5a M-F	CM	6-7a	--WTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00

Order / Rev: 37639  
Alt Order #: 08885928  
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean R-USS  
Product Desc: HELLER/SENATE/REP  
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 News Now 6a M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$275.00		0.00			
E 3	8	10/24/12	10/26/12	CBS This Morning 7-9a CM		7-9a --WTF--	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$200.00		0.00			
E 4	8	10/29/12	10/30/12	CBS This Morning 7-9a CM		7-9a MT-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$200.00		0.00			
E 5	8	10/24/12	10/26/12	Live w/Kelly CM		9-10a --WTF--	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
Live w/Kelly														
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$300.00		0.00			
E 6	8	10/29/12	10/30/12	Price Is Right CM		10-11a MT-----	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
Price Is Right														
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$450.00		0.00			
E 7	8	10/24/12	10/26/12	Y&R CM		11a-12p --WTF--	:30	1	\$550.00	LV2	0.00	NM	1	\$550.00
Young & Restless														
YOUNG AND RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$550.00		0.00			
E 8	8	10/24/12	10/26/12	1230-2p Soaps/ LMAD CM		1230-2p --WTF--	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal														
BOLD/DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$375.00		0.00			
E 9	8	10/29/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p MT-----	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal														
BOLD/DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$375.00		0.00			
E 10	8	10/24/12	10/26/12	7-8p Rotator CM		7-8p --WTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
7-8p Rotator														
ET/INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$350.00		0.00			
E 11	8	10/29/12	10/30/12	7-8p Rotator CM		7-8p MT-----	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
7-8p Rotator														
ET/INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$350.00		0.00			
E 12	8	10/30/12	10/30/12	Tue 8-9p CM		8-9p -T-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
NCIS														
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$12,000.00		0.00			
E 13	8	10/24/12	10/26/12	8 News Now 5-630p M-F CM		5-630p --WTF--	:30	3	\$500.00	LV2	0.00	NM	3	\$1,500.00
8 News Now 5-630p M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$500.00		0.00			
E 14	8	10/29/12	10/30/12	CM		5-630p MT-----	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00

**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 News Now 5-630p M-F															
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		2		\$500.00		0.00					
E 15	8	10/24/12	10/26/12	8 News Now 4p M-F	CM	4-5p	--WTF--	:30	3	\$450.00	LV2	0.00	NM	3	\$1,350.00
				8 News Now 4p M-F		(4:30 PM-5:00 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--		3		\$450.00		0.00					
E 16	8	10/29/12	10/30/12	8 News Now 4p M-F	CM	4-5p	MT-----	:30	2	\$450.00	LV2	0.00	NM	2	\$900.00
				8 News Now 4p M-F		(4:30 PM-5:00 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		2		\$450.00		0.00					
E 17	8	10/24/12	10/26/12	8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
				8 News Now Noon M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--		2		\$325.00		0.00					
E 18	8	10/29/12	10/30/12	8 News Now Noon M-F	CM	12-1230p	MT-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
				8 News Now Noon M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		1		\$275.00		0.00					
Totals													26	\$21,600.00	